

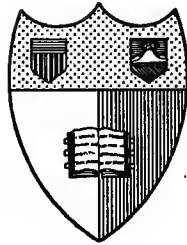
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Address of E. T. Merideth, Secretary of



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RELEASE - AFTERNOON PAPERS, FRIDAY, MARCH 12, 1920.

ADDRESS OF E. T. MEREDITH, SECRETARY OF AGRICULTURE, BEFORE
THE MERCHANT'S ASSOCIATION OF NEW YORK, HOTEL
ASTOR, FRIDAY, MARCH 12, 1920.

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It is with a great deal of pleasure that I come here to-day and have the privilege of talking with you; and in saying "talking" I mean that. I do not hope to entertain you as an orator. I simply wish to tell you how I look upon the duties that have been assigned to me and how these duties are related to you; to point, if possible, to some things that you should do, because there is no doubt, as I hope to be able to show you, that the Agricultural Department touches you every day in more places than any other department of the Government.

I fear that if I should ask the average business man what he knows of the Department of Agriculture, and what he thinks of it, he would say, "Why, there is such a department, I know, but I am not a farmer." Yet, the Department of Agriculture is performing for you every day, over and over and over, in your business matters, in your every day life, services that I fear many have failed to realize. I hope to talk to you as your representative who has been in Washington making a preliminary survey of the plant you have there, of the organization, to tell you some of the things it is doing, and to ask you, if I may, whether or not it is worth the money.

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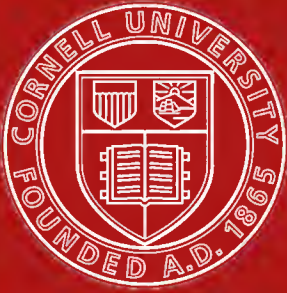
I am going to tell you my purpose: If I can have you go from this room saying, "I am going to take more interest in agriculture, I am going to take more interest in the Department of Agriculture, I am going to support in every way I can--by telling others, with financial support, with cooperation--the work that is going on there," then I shall feel that it was very much worth while to have come here.

To "Sell" Service of Department.

I feel, in the first place, that, in the short time I shall be at the head of the Department of Agriculture, if I simply add myself to the 4,000 men and women in the department at Washington, as earnest workers as there are in the United States in any line of activity, there will be then 4,001 of us, and I will have added only one-fortieth of one per cent to that department.

I hope to make myself more effective than that, so it will be my plan, as one of the things that I shall do--aside from helping in the product of the organization, aside from keeping it going smoothly--to "sell" the service of the department, if you like, to more men and to more women in America than are now using it.

The product of our organization is service; and it is a wonderful service. I wish I had the time to tell you of it in detail. I wish we had the time it takes to play nine holes of golf, or the time it takes to attend the theater in an evening. Then I might possibly get started. I haven't that time, and I do not expect to run over my time, but I do hope to give you some idea of the importance and the size of this organization.



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In the first place, we have 21,000 employees, something over 4,000 of them in Washington and 17,000 throughout the United States. The 17,000 come in contact day after day with the farmers and with the business men throughout the country. They have to do with the county agent work, with the eradication of diseases among live stock, plant diseases, insect pests, market reporting, weather service, the protection of the forests, and thousands of other activities.

The Department of Agriculture is divided into seventeen bureaus. The present regular appropriation is approximately thirty-three millions. When you say, however, that you are appropriating 33 millions for agriculture you are hardly telling the real fact. It is really something like ten or twelve millions, because approximately two million dollars is set aside for the Weather Service, some six million dollars for the Forest Service, and provision is made also for the maintenance, in part, of the meat inspection service, for the administration of the Food and Drugs Act, and so on, so that the actual amount of money spent by the Department directly for agriculture is, in round numbers, ten or twelve millions of dollars. I would like to have you business men get that firmly fixed in your minds, that it is not thirty-three million dollars, but only ten or twelve millions.

When you realize some of the results that have been accomplished with "only ten or twelve millions," you will put the emphasis on the "only," because it is a mere trifle compared with the results.

How Department Affects Every American.

I want to point out some of the places that the department comes in contact with you. In the first place, realize this, that the industry the Department of Agriculture is designed especially to serve has an invested capital of over eighty billions of dollars. You can take all the railroads in America, all the manufacturing institutions - iron, steel, and all the rest--some seventy-five other industries--add them all together, and you will have just met the capital invested in this business of agriculture. The agricultural and live stock product last year was twenty-five billions of dollars, equal in one year to our national debt at the present time--one-half the wealth of France.

Isn't it a big subject? Isn't it something worthy of attention? Isn't it something worthy of this "only ten or twelve million dollars?" How do these bureaus come in touch with you? Take one feature of the work of ^{the} Bureau of Animal Industry. Why, the ham you ate this morning for breakfast was passed upon by an inspector of the Bureau of Animal Industry. The method of handling your eggs in storage and transportation has been studied and improved; the Bureau of Chemistry has seen to it that there are no injurious ingredients in your catsup. When you put maple sirup on your cakes, it has seen to it that if the product was labeled maple sirup it was maple sirup. The cotton in your automobile tires is stronger and more durable than that used in the past, because the department has developed long-staple cotton industries; has taught farmers how to produce cotton of better fiber. Your clothes--the department touches you there not only through its work with cotton and wool but

through its extremely valuable results in developing dyes and dye materials which will help to make us independent of foreign supplies. Your shoes--the specialists have developed methods of treating leather that prolong its life, and other specialists are teaching farmers how to prepare hides and skins with the least damage and waste. Your medicine--the department sees to it that the labels on it do not say it is a remedy for such and such a thing unless it actually is a remedy. Even in your recreation hours the department is with you. Its protective hand reaches out to the wild birds and animals and provides game for your hunting. It keeps the National Forests spick-and-span for your vacation.

The Weather Service is a part of the Agricultural Department. You know that it puts out the storm signals; you know it forecasts the weather, but do you know that it influences the icing of the cars for your fruit? Do you know it influences the shipment of your vegetables? There are a dozen places that the Weather Service touches you that you do not realize.

Good roads have been devised and tested by the Bureau of Public Roads, and the wear and tear under all sorts of traffic conditions have been studied by it. This bureau will supervise the expenditure of Government and State funds for roads in the next twelve months of considerably more than half a billion dollars. Did you ever stop to think that the head of the bureau receives only \$6,000 a year?

The Men Who Serve You.

I wish I had the time to tell you something about the men and women employed in the Department of Agriculture. There isn't a more

earnest, more loyal group of men and women in America than I have found in this department. A young man who is of the utmost importance to the department and to me, so far as my effectiveness is concerned, had on his desk, when I came to the office, an offer from a commercial concern of an income of \$325 a month more than what the Government paid him. He asked me what I would advise. I said, "I would advise you to take it, and then I will veto it, because you must not take it, in the interest of the hundred millions of people in America." He is vital to the department. He did not accept the offer. There was a chemist who has had seven offers. He is now drawing \$5,000 a year. His last offer was \$16,000; he turned it down, saying, "No, I will serve."

It is so all through. The men in the department are protecting your food, protecting your crops. Many of them are working more hours a day, with more earnestness, than the average man in our commercial institutions. That is a thing I would like to have you know. It is not new to men who have had contact with Washington in the past, but a large number of people do not realize it. I have not changed my ideas on the subject a particle since I have been there.

I think it is wrong, I think it is poor advertising--you know I can not get entirely away from advertising--to be talking all the time about the waste, and about the grafters, and soft snaps, and all that, in Washington. I heard a lady say the other day that there were things

they did not discuss in her family before the children, as they were too young to understand; and that she thought it was all wrong for us in America to be complaining about the Government, to be saying that this man and that department is inefficient, even dishonest, and so on, because it is poor advertising. There may be somebody standing around who believes you mean it; there may be some foreigner who is not acquainted with our ways over here, and he hears you and goes out and repeats your statements to others. How many of us simply fall into the habit of complaining and criticizing? It is poor advertising. Don't do it.

You will be interested in knowing some of the general results that have been accomplished by this organization of yours. You in New York, the financial center of the United States, are possibly more interested--although every man in the United States is vitally interested--in the work of the Agricultural Department than the people of any other section of the country. The question of the live stock that is raised, the volume of the grains that are produced, the sum total of the products from those farms is the factor that measures your business. There is no doubt about that. You know it full well. So you will be interested in some of the general results received for the money that has been spent.

Since 1880 there has been a gradual increase of 25 per cent in the yield per acre of wheat -- 25 per cent for the whole country. Notwithstanding the fact that we have placed under cultivation a great deal of new land, that we have taken deserts and made farms out of them, that we have removed the timber and established farms on the cut-over areas, there

has been a gradual increase of 25 per cent in the average yield of wheat per acre. Corn, for example, increased ten per cent; oats 24 per cent; and potatoes 33 per cent; hay 20 per cent; and cotton $3\frac{1}{2}$ per cent. The acre yields for other field crops have increased 16 per cent. Better methods, the introduction of improved machinery, the development and planting of larger producing varieties, the elimination of plant diseases and insect pests, are some of the factors giving this happy result. And yet some ask whether the farmer is lying down; whether he is doing his part!

How Production Has Gained.

Production also has kept up with the increase in population. Fifty years ago, or during the period from 1856 to 1874, the average production per capita of the six principal cereals was 38 bushels. From 1915 to 1919, it was 52 bushels, an increase of 14 bushels. The production of corn increased from 23 bushels to 27 bushels per capita. Wheat increased from $6\frac{1}{5}$ to 8 bushels; oats from 6.7 to 13.9 bushels; cotton from 36.5 to 52.7 pounds per person; and milk from 84 gallons in 1889 to 96 gallons in 1919.

Meats have shown a reduction in production per capita, but we have a larger variety of foods to-day than we ever had before—more fruits, more vegetables, more cereals—and our diet is more varied. In 1900, there were produced 248 pounds of meat per capita; in 1914, 182 pounds, a decrease of 66 pounds; and in 1919, 222 pounds, an increase over 1914 of 40 pounds per person. Notwithstanding the reduction in the per capita production of meats, we are still exporting large quantities.

The farm workers have increased in numbers from 5,900,000 in 1870 to approximately 14,000,000 in 1919, and the production of each farm worker in terms of leading cereals also has increased. In the period from 1856 to 1874, each farm worker produced an average of 266 bushels annually. In the period from 1906 to 1914, the average was 406 bushels, while in the five years 1915 to 1919, the average production per farm worker per year was 418 bushels.

Farmer Doing His Part.

These figures are interesting, and particularly so in connection with the discussion of the cause of the high cost of living. The cost of living problem is a mutual one for all of us. It is the farmers' problem, it is the laborers' problem, and it is the business men's problem, and we must all work together mutually to meet the situation. If there are more men on the farms, farming more acres, each acre producing more per acre, and each man producing more per man, giving each and every one of us to-day more of the six leading cereals per capita than we have had before, it seems to me the farmer is doing his part pretty well.

During the war, in spite of the labor shortage, the farmers increased their planted acreage by 33,000,000 acres, and their yield by 635,000,000 bushels above the average for the prewar period. In response to the department's request to increase the acreage of winter wheat in the fall of 1918 to 47,200,000 acres, they actually planted 49,261,000; and the following spring they planted over 22,500,000 acres of spring wheat, which was up to the record. Certainly, we must appreciate that, under the conditions then existing, with the farmers producing food as

they produced it, they saved the situation.

You know that when the war broke out we owed Europe some \$500,000,000; and I have no doubt that you were worrying. In fact, it is common knowledge that we were wondering and asking how we were going to pay when we were called upon to do so. Yet, in a single year the exports of farm products from America increased by \$500,000,000, and then the balance was on the other side of the ledger.

Some Specific Things

I gave you, a while ago, figures showing something of the general results that have been accomplished in agriculture by studying plant life, finding better varieties, protecting against diseases and insects, pointing out better methods, and the like. But some of the specific things might be interesting. We can get hold of them better. There were, in Arizona and New Mexico and other parts of the southwest, tens of thousands of acres which grew nothing to speak of. The Agricultural Department brought from Egypt a cotton called Egyptian cotton, and today there is no Egyptian who would recognize it. By careful breeding and careful selection you have today a long staple cotton, one of the best cottons in the world, and one which adds to the length of life of every garment made from it.

What are the results in dollars and cents? Twenty million dollars' worth of cotton last year, because of a department activity, from a source that would not have existed except for that activity. Twenty million dollars a year right along from one line, and we are spending for the development of our entire agriculture only ten or twelve million dollars a year!

Story of Durum Wheat

Take Durum Wheat. The same situation existed. In the great northwest there were thousands of acres of semi-arid land which would not grow crops. So the department went out and found a hardy drouth-enduring wheat, bred it up, developed it. What does it mean to the United States to have produced each year from twenty to forty-five million bushels of wheat on ground where there would not have been any wheat? You can not tell me, you business men, that you are not interested in that. It cost you perhaps a quarter of a million dollars once. A quarter of a million dollars was all that was spent to produce a crop ~~that~~, year after year, provides fifty million dollars or more, and, directly or indirectly, every individual and every business is benefited. There isn't one of you here who does not feel the influence, directly or indirectly, of that extra production. I know you agree with that. Your railroads, your shipping, your banks, and your retail stores, all are affected by it.

Take the grain and forage sorghums. The southwest could not grow Indian corn satisfactorily, so these men in the department searched the world for other crops that could be grown there. Last year there were one hundred and twenty-five million bushels of Kafir corn and other grain sorghums produced where before there was none; and a few thousand dollars in the hands of earnest and capable men was responsible for much of this.

Saving the Orange Culls

Out in California, the department found cull oranges and cull lemons selling at five dollars a ton. It established a citrus fruit laboratory to discover uses for the culls. As a result, the by-products of lemons last year were 1,500,000 pounds of citric acid, 500,000 pounds of citrate of lime, and 50,000 pounds of lemon oil. Twenty concerns are now engaged in the manufacture of products from cull oranges. The total products last year were six million pounds of marmalades, jellies, and so forth. Isn't that cutting waste?

In northern California there were thousands of acres of land growing nothing. The land was worth five to ten dollars per acre. For less than \$200,000 the department introduced and developed a rice, by foreign exploration, research, and careful breeding, and today a rice crop valued at \$21,000,000 is produced in that territory. Did that affect your breakfast this morning? Does it come in contact with you?

You might not have a navel orange today if it were not for the Department of Agriculture. The oldest tree -- among the descendants of the Washington Navel orange which the department introduced from Brazil -- is still growing in the greenhouse on the grounds in Washington. Last year 13,000,000 boxes of California grown navel oranges were distributed among the people of this country.

American Figs and Dates

Another thing the department has introduced is the Smvrna fig, but at first the trees would not bear fruit. By careful observation

it was found that certain small wasps were the fertilizing agents. The wasps were brought over and still the fig-trees were infertile, would not produce. By careful observation and study it was discovered that, beside the Smyrna fig, the wasp required the Capri fig to breed in. The Capri was brought. With the wasp and the Capri fig and the Smyrna fig together, it is all settled and soon America will be producing her own high quality figs.

There is an interesting story about dates. There is a date industry in America, and it is producing a better date than you can find in any other place in the world. Some of the best dates have but few offshoots a year through which the trees can be multiplied. The inferior dates have twenty or thirty offshoots per year. To prevent the planting of the inferior trees, the department sends to Egypt for offshoots of the choice varieties. Four thousand dollars spent now means tens of thousands saved in the future.

Take the cotton boll weevil. You know the fight there has been on this pest for years and years. We have been spending money -- and you men have paid some of it in taxes -- to fight the insect. It has been discouraging work, but the experts of the department did not give up, and now the tide has turned. They poison the weevil's drinking water. His drink is the dew on the cotton leaves in early morning. So they poison the dew and that is the end of the boll weevil.

Last year this method was tested out on an abandoned farm, where the farmer had said "I give it up," and had moved. The department divided the field into three strips; the unpoisoned strip

on one side produced 48 pounds of cotton, the other strip on the other side produced 60 pounds of cotton; the strip down the middle, where the drinking water was poisoned, produced 480 pounds of cotton. What does this mean to America? What does it mean to you that this department should be equipped to do these things?

Fight on Hog Cholera

In 1903 three doctors, scientists in the Department of Agriculture, Drs. Dorset, McBride and Niles of the Bureau of Animal **Industry**, discovered the cause of hog cholera. They also worked out an effective method of preventing the disease. Since 1913 the losses from it have been reduced over sixty per cent. The death rate per thousand, which was as high as 144 in 1897 and 118 in 1914, has been reduced to 41 in 1919. What does it mean to reduce the losses from hog cholera from 144 to 41 per thousand? Just a little matter of 41 million dollars. What does it mean to you business men? What does it mean to the homes out there in the country? What does it mean to the boys and girls who are enabled to go into school and become better citizens? What does it mean so far as life in America is concerned?

The discovery that the mosquito ~~was~~ responsible for yellow fever was based upon the work previously done by scientists of the Bureau of Animal Industry, which proved that Texas fever could be carried only by the cattle tick. If it were not for that discovery you might not have the Panama Canal today, because you first had to get rid of yellow fever.

I say those men made a valuable contribution to the Nation, and

that it is not only poor advertising when we talk about them being loafers or inefficient, but it is ungrateful and unappreciative.

In Dollars and Cents.

In dollars and cents, the Bureau of Animal Industry estimates that, in the year May 1, 1918, to May 1, 1919, hog cholera destroyed 2,800,000 hogs in the United States. It destroyed two million eight hundred thousand hogs, and their value, as of January 1, 1918, would have equaled sixty-two million dollars. Sixty-two million dollars lost. To reduce that ten per cent, or six million dollars, would pay two-thirds of the ten or twelve million dollar appropriation for agriculture. That is just hog cholera. You must remember the wheat; the cattle tick; the cotton; and we can go on and justify the ten or twelve millions many times.

I want to refer to the wheat rust, which affects every business and every family in America. Millions and millions of dollars are lost because of the black rust in wheat, which means thousands and tens of thousands to New York. The common barberry is the host plant of the fungus which causes wheat rust; and the Department is cooperating with the States in locating and destroying the barberry bushes, thus greatly reducing the spread or prevalence of the disease -- a plant disease that has cost the United States a loss of 200 million bushels of wheat in a single year. What does it mean to you men? What can you afford to pay for it? I suppose it is costing you a penny a year each.

There are some who complain about the work of the Agricultural Department. They are the people who go up against the pure food regulations, for example, the people who want to put something in your

food that does not belong there. They think they are all right, but your doctor does not agree with them. These men complain and they go around talking about it and it gets into the papers, while many of the men who are helped in the production of pork and wheat and all these different things either do not know or forget that they are helped.

To Advertise The Department.

I am going to resolve myself into an advertising manager of the Department of Agriculture, because if I can increase by five per cent, ten per cent, twenty per cent, thirty per cent, fifty, or any other percentage, the number of people -- farmers, business men, and others -- who are taking advantage of its services, then I feel that I have accomplished part of what I would like to do in the interest of the whole country. In that I want your help; I want your cooperation; I want you to know what this department is doing.

I want your help even more directly than that. Do you know that if the daily papers in New York were to say to me today "Meredith, we would like to run some copy on the garden bulletins and on the home economics bulletins which will teach the young housewives how to save. We will give you a hundred thousand inquiries", I would have to say, "No, I am sorry, but do not do it, because we haven't the bulletins and we cannot print them; we do not have the money." Four-fifths of all the Farmers' Bulletins that are printed must go to Congress for the Congressmen to divide, leaving only one-fifth for the Department to distribute.

There is no politics in the Department of Agriculture. Out of 21,000 positions, there are only four that are not under the Civil

Service -- the Secretary, the two Assistant Secretaries, and the Chief of the Weather Bureau. We have only one Assistant Secretary now. The vacancy has been offered to six men, and I pledge you that, outside of one of them, I do not know their politics. I hope that one of the two places will be filled by a Democrat and the other by a Republican, because, as a business proposition, as your representative or superintendent, or whatever term you may wish to apply, it is vitally important to you that, on the fourth of next March, there should be someone in the Secretary's office who, no matter what the outcome of the election is, may be allowed to stay there. It seems to me that it is of great importance that there should be no politics in the Department of Agriculture.

About The County Agents.

Now, I shall briefly refer to the matter of the county agents. Men go from farm to farm saying to the farmer: "Test your seed; get rid of the cattle tick; fight smut in oats; do this and do that." A member of Congress says it is money thrown away. He says: "The crime of the thing is that whenever you appropriate a dollar you must make the States put up another dollar. They are writing and protesting about it."

It is an odd thing that, when the county agent movement was begun the Government had to pay practically all the expense, then two dollars to one, then fifty-fifty, while today the States, counties and farmers are putting up about nine million dollars to the Government's six in order to support the county agents; and yet the

Congressman to whom I have referred says it is ridiculous and ought to be cut out and is a waste, that these men wear patent leather shoes and high collars and do not get onto the farms. The farmers themselves say they get more direct benefit from the county agent, working under the supervision of the Department of Agriculture and in cooperation with the State agricultural colleges of America, than they do from any other source in the country. Thirty-eight per cent of them give farm bureaus and the county agent first place, and yet this member of Congress wants to cut down such work because he says it is not economy.

Men in Congress talk about economy in providing funds for the Department of Agriculture. They think they are carrying out your instructions and your wishes. I have not come here to discuss appropriations, but I have memoranda here regarding some of the lines of work which are to be curtailed. I have not the time to go into them in detail. I shall simply say that vitally important activities are to be cut down if the action that has been taken on our appropriation bill prevails. Even now I am receiving inquiries for men to go out and help eradicate tuberculosis in cattle, but the answer invariably is, "We cannot send a man to help you get rid of tuberculosis in your cattle because we haven't the money."

Will Service Be Kept?

I have told you some of the things the Department has done. Are you going to keep this wonderful product -- service -- from the people -- this wonderful product that you are manufacturing? It is not wholly the problem of the Department of Agriculture, because we are only your agents. You are manufacturing this product, and that product is service. I would like to double the number of customers. I want to increase the sales of

this organization. In other words, I want to bring home to every man and woman in America this wonderful service.

Isn't it a little disappointing and a little discouraging, however, to the men who are giving their efforts and their time to this work not to be equipped? While many of them are grossly underpaid, they do not ask the salaries that you pay in your establishments. But they do ask that they be properly equipped and that is what I ask for them. That is the attitude I want you to have towards them. If they are able to accomplish such practical results in eradicating the boll weevil, getting rid of the wheat rust, eliminating hog cholera, stamping out tuberculosis, bringing in new grains, such as Durum wheat, growing rice where it did not grow before, establishing long staple cotton in a new territory--all these things and more--and devote their time at salaries considerably less than those paid elsewhere, certainly it is up to you and me and the rest of our good American citizens to see that they are properly equipped.

Some Men Who Have Left.

I wish to call attention to some of the men who have left the department during the past year, in order that you may have proper regard for and due respect and appreciation of their ability. I have a list here of a few of them. The first on the list is an expert in the Office of Farm Management. He was drawing \$3,500 a year, and went to a new position at \$6,000 a year. The next is another expert in the same office getting \$2,500; he went to **a large farm implement concern** the Intern. Harrow Co. N.Y. at \$4,500 and a bonus. Here is a crop estimator at \$2,200 a year, who

went to a \$4,500 position. In the Bureau of Chemistry one man drawing \$3,000 went to a trade association at \$6,000. Another receiving \$1,500 left to be the Eastern representative of a Louisiana concern at \$10,000. Fifteen hundred dollars to \$10,000 is a big jump, but he is worth it. Another expert who was getting \$3,700 went with a commercial concern at \$10,000. In the Forest Service a man receiving \$1,600 left to take charge of a stock farm at \$5,000. A box inspector at \$2,000 went to a Chicago lumber company at \$4,800. A chief of one of the bureaus receiving \$4,500 resigned to accept a position with a commercial concern at \$20,000. These are only a few. I could go on citing such cases for an hour or more, but I want you to bear this in mind: Those who are still there are of the same type and worth the same money in commercial enterprises. All I ask is that they be equipped to do their work.

Doing a Wonderful Service.

My attitude toward these men is that they are rendering a wonderful service. It is up to you and me and everybody to get behind them. Don't give Congress, don't give anybody anywhere the idea that they are slakers and loafers, or wasters; but give them credit for what they are--public benefactors, serving you and me and every industry in America, because the Agricultural Department, as I have said, touches you in more places every day, as I verily believe, than any other department of the Government, not only as it contributes to the stability of your business in looking after agriculture, the very foundation of all business, but as

it comes in contact with your daily life.

Again, I want to urge that you men should appreciate as much if not more than anyone else, it seems to me, what the possibilities of agriculture are; what a wonderful service has been rendered in bringing into market the millions of bushels of wheat which probably would not have been produced, the millions that would have gone to waste except for the watchfulness of these men and their study of better methods of breeding and producing grains.

I do not know when to stop when I got started on this subject. I have only tried to outline in a brief way some of the things that have been done. I ask your cooperation. I wish I could know whether this idea of my being sales manager, of bringing home to the people this service, of making it of value to more people, of getting more people in touch with it, of having business men realize what it means to them, is the attitude that you would like to have me take, and whether I can be most effective in advertising this department, letting you and other business men and all the people of America know what it is doing, so that they avail themselves of the service of the Department to a greater extent and that the work of the Department may be still further broadened and extended. In this I want your help.

I ask as you go along each day that you remember that the farmer is a sturdy fellow, a good American citizen; that agriculture is the foundation of our prosperity, our very country, and that in having a helpful, intelligent interest in agriculture and a spirit of cooperation in its behalf, you are doing well for yourselves and our Nation as^a whole.

